

Mari Monge

Coconut Grove, FL | mari@marimonge.com | 305 439 8392 |
linkedin.com/in/marimonge | Portfolio: <http://marimonge.com>

BRAND STORYTELLING & MULTIMEDIA COMMUNICATIONS LEADER

Emmy Award-winning communications leader driving audience trust, brand narrative, and multicultural engagement across healthcare, media, and global brands. Proven ability to translate complex information into clear, compelling messaging that strengthens reputation, aligns stakeholders, and connects with diverse audiences at scale. Known for operating at the intersection of strategy, storytelling, and execution partnering with executives, marketing, multimedia and cross-functional teams to deliver high-impact results across broadcast, digital, and live platforms.

Strategic Communications | Content Strategy & Production Leadership | Brand Narrative Development | Multicultural Marketing Strategy | Executive & Stakeholder Messaging | Public Relations & Media Strategy | Bilingual Communications (EN/ES) | Scriptwriting & Copyediting | Transcreation & Localization | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

FLORIDA BLUE | BLUE CROSS AND BLUE SHIELD OF FLORIDA – Miami, FL (Remote) **2022 - 2025**
Recognized for being one of the most trusted health care insurance companies in the state of Florida.

Multicultural Communications Consultant | Strategic Messaging Lead

- Led multicultural communications strategy across statewide campaigns, aligning messaging with business objectives, regulatory requirements, and diverse audience needs
- Translated complex medical, corporate, and member-facing communications into clear, accessible language improving comprehension and trust among Spanish-speaking audiences
- Partnered with executives, marketing leaders, and external agencies to deliver integrated campaigns across broadcast, digital, and social channels
- Served as bilingual brand voice, increasing message consistency, reducing external talent costs, and strengthening audience connection
- Collaborated with product and AI teams to improve Spanish-language UX and communication systems, enhancing accessibility and usability
- Strengthened brand presence in multicultural markets through culturally relevant messaging and localized campaign execution
- Ensured consistency and quality across communications by reviewing and refining messaging for campaigns, presentations, and public-facing content
- Among the first to utilize AI and integrate it as part of everyday work with marketing and commercial teams

MIAMI HEAT BASKETBALL | NBA - Miami, FL **2011- 2021**
2006, 2012 & 2013 NBA World Champions. Multi-Emmy award-winning HEAT TV, Golden Matrix Awards (3), polled as one of the top in-arena entertainment networks with huge social media numbers worldwide.

Lead Creative Producer | Reporter | Brand Spokesperson

- Shaped and executed brand storytelling strategy for a global sports organization, producing multiple Emmy Award-winning and other notable recognitions for content across broadcast, digital, and live platforms
- Served as official bilingual spokesperson, representing the organization across national and international media and strengthening global brand recognition
- Led end-to-end content strategy and production for high-visibility events (NBA Finals, All-Star Games), delivering under high-pressure, fast-paced conditions while remaining calm
- Conducted interviews with high-profile athletes, executives, and celebrities, translating conversations into compelling, audience-driven narratives
- Drove audience engagement and fan loyalty through innovative bilingual content and culturally relevant storytelling
- Partnered with marketing, PR, (SMR) media relations and sponsorship teams to align messaging with brand campaigns and organizational goals
- Mentored emerging talent, contributing to team development and long-term content quality

ADDITIONAL EXPERIENCE (Selected)

NBC UNIVERSAL / TELEMUNDO – Miami, FL | Los Angeles, CA
Coordinating Producer | Special Events

ESTEFAN ENTERPRISES - Miami, FL
Digital Content Producer | Segment Producer

DISCOVERY NETWORKS LATIN AMERICA - Miami, FL
Production Contract Coordinator

WALT DISNEY TELEVISION LATIN AMERICA - Miami, FL
Coordinating Producer | On Air Planner and Scheduler

CBS TELEVISION, Ft. Lauderdale, FL
Talent Coordinator | Special Events

CLEAR IMAGE CREATIVE, Miami, FL
Production Manager | Producer

SPROCKETS MUSIC & AUDIO POST, Miami, FL
Studio Manager | Producer

EDUCATION & CERTIFICATIONS

Notary Public, State of Florida, 2022

Certificate in Artificial Intelligence University of North Florida, 2025

Broadcast Communications / Psychology, Miami Dade College, Miami, FL and St. Thomas University, Miami, FL 1997

TOOLS & PLATFORMS

Microsoft Office Suite (Word, Excel, PowerPoint, Teams), AVID Pro Tools & Media Composer, Final Cut Pro, Adobe, Content Management Systems (CMS), Workfront, SharePoint, Slack, Wrike, Zoom, Basecamp, Trello, SDL Trados

VOLUNTEERING

BORN THIS WAY FOUNDATION – Kindness Ambassador, 2018 - Present

WOMAN OF TOMORROW - Mentor for at-risk high school girls, 2013 - Present

MIAMI HEAT CHARITABLE FUND & NBA CARES – Volunteer, 2011 – Present

MIAMI LIGHTHOUSE FOR THE BLIND AND VISUALLY IMPAIRED – Volunteer, 2000 - Present